1FW) 3623

Application No. 09/823,421 TRANSMITTAL FORM Filing Date March 29, 2001 (to be used for all correspondence after initial filing) First Named Inventor Jay H. Connelly Art Unit 3623 **Examiner Name** Jonathan G. Sterrett Total Number of Pages in This Submission 13 42390P10861 Attorney Docket Number

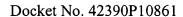
ENCLOSURES (check all that apply)					
Fee Transmittal Form		Drawing(s)		After Allowance Communication to TC	
Fee Attache	d	Licensing-related Papers		Appeal Communication to Board of Appeals and Interferences	
Amendment / Repl	у	Petition		Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)	
After Final Affidavits/de	claration(s)	Petition to Convert a Provisional Application		Proprietary Information	
Extension of Time	Request	Power of Attorney, Revocation Change of Correspondence Address		Status Letter	
Express Abandonment Request		Terminal Disclaimer		Other Enclosure(s) (please identify below):	
Information Disclosure Statement		Request for Refund	R	eturn receipt postcard	
PTO/SB/08		CD, Number of CD(s)			
Certified Copy of Priority Document(s)		Landscape Table on CD			
Response to Missii Incomplete Applica	ng Parts/ ition	Remarks	l		
Basic Fi	ling Fee	Terrains			
	tion/POA				
Response to Missing Parts under 37 CFR 1.52 or 1.53					
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT					
Firm	j Johanian S. Willer, Reg. No. 46,554				
Individual name BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP					
Signature Small					
Date December 27, 2006					
CERTIFICATE OF MAILING/TRANSMISSION					
I hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.					
Typed or printed name Jean Svoboda					
Signature		D	ate	December 27, 2006	

OF C	FEE TRANSMI for FY 200 Patent fees are subject to annual re	6 vision.	
	TOTAL AMOUNT OF PAYMENT	(\$)	0.00
	METHOD OF PAYMENT (check as  ☐ Check ☐ Credit card ☐ Money Composit Account Deposit Account  For the above-identified deposit account ☐ Charge fee(s) indicated below	Order Numbe	None

Complete if Known				
Application Number	09/823,421			
Filing Date	March 29, 2001			
First Named Inventor	Jay H. Connelly			
Examiner Name	Jonathan G. Sterrett			
Art Unit	3623			
Attorney Docket No.	42390P10861			

METHOD OF PAYMENT (check all that apply)				
Check Credit card Money Order None Other (please identify):				
Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP				
For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)  Charge fee(s) indicated below  Charge any additional fee(s) or underpayment of fee(s)  Under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.				
FEE CALCULATION				
1. EXTRA CLAIM FEES Extra Claims Fee from below Fee Paid  Total Ctaims 27 27 50.00				
Fee Fee Fee Fee Description  Code (\$)  1202 50 2202 25 Claims in excess of 20 1201 200 2201 100 Independent claims in excess of 3  1203 360 2203 180 Multiple Dependent claims, if not paid 1204 790 2204 395 "Reissue independent claims over original patent 1205 300 2205 150 "Reissue claims in excess of 20 and over original patent  SUBTOTAL (1) (\$) 0.00  2. ADDITIONAL FEES  Large Entity Small Entity				
Fee Fee Fee Code (\$)   Code (\$)   Fee Description   Fee Paid				
1051 130 2051 65 Surcharge - late filing fee or oath 1052 50 2052 25 Surcharge - late provisional filing fee or cover sheet.				
2053 130 2053 130 Non-English specification				
1251 120 2251 60 Extension for reply within first month				
1252 450 2252 225 Extension for reply within second month 1253 1,020 2253 510 Extension for reply within third month				
1253 1,020 2254 795 Extension for reply within fourth month				
1255 2.160 2255 1.080 Extension for reply within fifth month				
1401 500 2401 250 Notice of Appeal				
1402 500 2402 250 Filing a brief in support of an appeal				
1403 1,000 2403 500 Request for oral hearing 1451 1,510 2451 1,510 Petition to institute a public use proceeding				
1451 1,510 2451 1,510 Petition to Institute a public use proceeding  1460 130 2460 130 Petitions to the Commissioner				
1807 50 1807 50 Processing fee under 37 CFR 1.17(q)				
1806 180 1806 University 1806 180 Submission of Information Disclosure Strnt				
1809 790 1809 395 Filing a submission after final rejection (37 CFR § 1.129(a))				
1810 790 2810 395 For each additional invention to be examined (37 CFR § 1.129(b))				
Other fee (specify)				
SUBTOTAL (2) (\$)				

SUBMITTED BY				Comp	Complete (if applicable)	
Name (Print/Type)	Jonathan S. Miller	Registration No. (Attorney/Agent)	48,534	Telephone	(310) 207-3800	
Signature	Contople			Date	12/27/06	





## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

Art Unit:

3623

Jay H. Connelly

Examiner:

Jonathan G. Sterrett

Application No.: 09/823,421

Confirmation No. 9401

Filed: March 29, 2001

For:

SYSTEM AND METHOD FOR

TRANSPARENTLY OBTAINING CONSUMER PREFERENCES FOR PRODUCTS, PRODUCT FEATURES

## **AMENDMENT AND RESPONSE TO OFFICE ACTION**

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the outstanding Office Action of October 5, 2006, please amend the above-identified application as follows: